

AMENDMENT TO THE CLAIMS

1. (Currently Amended) A method of distributing tagged programming ~~for obtaining information related to broadcast programming~~, the method comprising:
 - providing programming to a communications network; and
 - a. ~~communicating adding at least one~~ a data tag ~~to with the programming electronic program guide (EPG) data~~, wherein the ~~at least one data tag comprises~~ contains detail control information relating to the broadcast programming, ~~the data tag consisting of one or more of the following elements: (1) a command, (2) at least one parameter, (3) command URL (4) menu option names, (5) menu option actions, (6) menu option parameters, and (7) a start offset and duration;~~
 - b. ~~transmitting the EPG data and the at least one data tag to a viewer;~~
 - c. ~~receiving the transmitted EPG data and the at least one data tag by the viewer;~~
 - d. ~~using the at least one data tag to obtain related programming information from the internet.~~
2. (Currently Amended) The method of claim 1, wherein the data tag is added to electronic program guide data ~~in which the using the at least one data tag further comprises using the at least one data tag to obtain supplemental electronic program guide data from the internet for current or future programming events.~~
3. (Currently Amended) The method of claim 1, wherein the data tag comprises a command ~~in which the using the at least one data tag further comprises using the at least one data tag to obtain real-time data from the internet that is synchronized to the programming.~~
4. (Currently Amended) The method of claim 1, wherein the data tag comprises a uniform resource locator ~~in which the using the at least one data tag further comprises using the at least one data tag to link to a at least one website that contains related information to the programming.~~

5. (Currently Amended) The method of claim 1, wherein the data tag obtains supplemental electronic program guide data from the internet for the programming further comprising displaying the related program information.
6. (Currently Amended) The method of claim 1 5, wherein the data tag is a command to retrieve data from memory of an external device ~~related data is displayed on a computer.~~
7. (Currently Amended) The method of claim 1 5, wherein the data tag is a command to retrieve data via the internet ~~related data is displayed simultaneously with the program on a consumer electronic device.~~
8. (Currently Amended) The method of claim 1 5, wherein the data tag is a command for environmental control of audio equipment ~~further comprising purchasing the program using the internet.~~
9. (Currently Amended) The method of claim 1, wherein the data tag configures a consumer electronics device ~~further comprising storing the related information in a storage device for later retrieval.~~
10. (Currently Amended) A method of distributing tagged programming, comprising:

communicating electronic program guide data via a communications network; and
communicating a data tag that has been added to the electronic program guide
data, the data tag comprising a command and a parameter

A method for using electronic program guide (EPG) data for programming and
monitoring broadcast events, the method comprising:
 - a. receiving EPG data on a consumer electronic device, wherein the data comprises
(1) content data, (2) control data, or (3) both content and control data;

- b. ~~interfacing the consumer electronic device with a personal digital assistant (PDA);~~
 - e. ~~communicating between the PDA and CE.~~
11. (Currently Amended) The method of claim 10, wherein communicating the data tag comprises communicating a start offset and a duration to activate the data tag ~~in which interfacing further comprises using a serial cable interface to connect the CE and the PDA.~~
12. (Currently Amended) The method of claim 10, wherein communicating the data tag comprises sending control information to a consumer electronics device ~~in which interfacing further comprises using an inferred blaster interface to connect the CE and PDA.~~
13. (Currently Amended) The method of claim 10, wherein communicating the data tag comprises sending control information to configure audio equipment ~~in which interfacing further comprises using an expansion bus interface to connect the CE and PDA.~~
14. (Currently Amended) The method of claim 10, wherein communicating the data tag comprises sending control information to configure lighting ~~in which the communicating comprises using the PDA to program the CE to automatically record a programming event.~~
15. (Currently Amended) The method of claim 10, wherein communicating the data tag comprises sending a uniform resource locator ~~further comprising downloading at least one portion of the EPG data to the PDA, wherein the downloaded information is used by the PDA to monitor a schedule of programming events.~~
16. (Currently Amended) A method of receiving tagged programming ~~for controlling and managing the presentation of programs~~ the method, comprising:

receiving electronic program guide data; and
processing a data tag that has been added to the electronic program guide data, the
data tag comprising a command and a parameter

- ~~a. adding at least one data tag to electronic program guide (EPG) data, wherein the at least one data tag contains detail control information relating to broadcast programming, the data tag consisting of one or more of the following elements: (1) a command, (2) at least one parameter, and (3) a start offset and duration;~~
- ~~b. transmitting the EPG data and the at least one data tag to a viewer;~~
- ~~c. receiving the EPG data and the at least one data tag;~~
- ~~d. presenting a program associated with the at least one data tag at the viewer's location;~~
- ~~e. using the at least one data tag to control the presentation of a program; and~~
- ~~f. modifying the presentation of the program in real time using the at least one data tag.~~

- 17. (Currently Amended) The method of claim 16, wherein processing the data tag comprises processing a start offset and a duration that activates the data tag using the at least one data tag further comprises using an inferred blaster interface to transmit the at least one data tag between a first and a second consumer electronic device.
- 18. (Currently Amended) The method of claim 16, further comprising communicating the data tag to an external device wherein using the at least one tag data further comprises using a serial interface to transmit the at least one data tag between a first and a second consumer electronic device.
- 19. (Currently Amended) The method of claim 16, wherein processing the data tag comprises retrieving data from the internet using the at least one tag data further comprises using an expansion bus interface to transmit the at least one data tag between a first and a second consumer electronic device.

20. (Currently Amended) The method of claim 16, wherein processing the data tag comprises retrieving data from memory in which modifying the presentation further comprises modifying the volume of the program based upon the at least one data tag.
21. (Currently Amended) The method of claim 16, further comprising in which modifying the presentation further comprises modifying a the program presentation during a commercial commercials.
22. (Currently Amended) The method of claim ~~16~~ 21, wherein processing the data tag in which modifying the program presentation during commercials comprises processing an instruction to mute muting the a volume.
23. (Currently Amended) The method of claim ~~16~~ 21, wherein processing the data tag in which modifying the program presentation during commercials comprises processing an instruction for automatically displaying alternate programming during a the commercial.
24. (Currently Amended) The method of claim 16, wherein processing the data tag comprises processing an instruction to configure audio equipment ~~further comprising modifying the viewing environment~~.
25. (Currently Amended) The method of claim ~~16~~ 24, wherein processing the data tag comprises processing an instruction to configure lighting in which modifying the viewing environment further comprises ~~modifying the room lighting based upon the at least one data tag~~.
26. (Currently Amended) The method of claim ~~16~~ 24, wherein processing the data tag comprises processing an instruction to configure ~~in which modifying the viewing environment further comprises controlling~~ a motion simulator using the at least one data tag ~~associated with the program being displayed~~.

27. (Currently Amended) The method of claim ~~16~~ 24, wherein processing the data tag comprises processing an instruction to configure an ~~which modifying the viewing environment further comprises operating a~~ aroma generator to generate aromas that ~~correspond the content of the program using the at least one data tag.~~
28. (New) The method of claim 1, wherein the data tag mutes commercial programming.
29. (New) The method of claim, wherein the data tag censors at least a portion of the programming.
30. (New) A computer program for distributing tagged programming, the computer program comprising instructions for performing the steps:
- providing programming to a communications network; and
communicating a data tag with the programming, the data tag comprising control information relating to the programming.
31. (New) A computer program according to claim 30, wherein communicating the data tag comprises communicating the data tag added to electronic program guide data.
32. (New) A computer program according to claim 30, wherein communicating the data tag comprises communicating the data tag added to electronic program guide data, the data tag comprising a command and a parameter.
33. (New) A computer program according to claim 30, wherein communicating the data tag comprises communicating the data tag added to electronic program guide data, the data tag comprising a command, a parameter, and a start offset and a duration that activates the data tag.